

## **Public Relations Committee**

MISSION: To promote Minnesota Pinto and its programs in all venues

Duties:

- Provide MPtHA newsletter article by the 20th of each month
- Monitor and update the Association Facebook page frequently, including posting photos at shows 7 events as available
- Coordinate promotional material with MPtHA Webmaster
- Work with other committees to promote programs
- Send sponsorship information to potential sponsors
- Prepare a monthly article for the WSCA Spotlight, due by the 1st of the prior month (11 issues annually)
- Work with the MPtHA Graphic Designer to create zone e-mail ads prior to each show, and as needed
- Assist with securing Exhibitor Show dinner hosts
- Provide a monthly report to the MPtHA Board of Directors
- Assist with promoting and selling ads for the annual directory
- Coordinate annual Directory distribution
- Monitor and update PR Distribution list to local feed stores, vet clinics, tack stores, etc.
- Prepare a Press Release by March 1 annually and mail to any applicable publications
- Post show dates and details to the WSCA Spotlight On Deck section
- Coordinate exhibitor raffle prizes for each show
- Assist with promotion of all MPtHA functions and projects, as directed by other committee chairs
- Develop new methods and venues for promoting MN Pinto and its activities and programs
- Coordinate hospitality stall at the Pinto World Championship show
- Assist with scheduling and promotion of Fall meeting and arrange for door prizes
- Assist with the Instagram account as needed

Updated: 1/12/2017